



April 15, 2011

Marlene Dortch
Secretary
Federal Communications Commission
Washington, DC 20554

Docket No. CG 09-158

Dear Ms. Dortch:

On April 13, 2011, John Gockley, Vice President of Legal & Regulatory Affairs, Barb Kern, Senior Counsel and the undersigned spoke via phone with William Friedman, John Adams, and Nancy Stevenson of the Consumer and Governmental Affairs Bureau to discuss US Cellular's current product offerings and billing practices including The Belief Project.

During the course of the discussion, the following facts were shared by U.S. Cellular®:

- During 2010, U.S. Cellular's Executive Appeals unit received 22 complaints regarding premium SMS service.
- The only third parties who place charges on U.S. Cellular® bills are a select group of billing aggregators authorized by U.S. Cellular®, as well as our handset insurance provider.
- U.S. Cellular® believes that it participates in fewer short code campaigns than the nation's four largest wireless carriers.
- Billing disputes are governed by our Customer Service Agreement. A current copy is attached. U.S. Cellular® has practice of automatically reversing a charge for a third party billed item if after analysis of the account history, there is no prior established pattern of multiple prior requests to remove similar charges.
- Third Party charges appear in "other charges & credits". Sample bill attached.
- Customers incur no charges to for blocking of third party charges. A customer can sign up to do so at the point of sale or by contact customer service.

- Customers of U.S. Cellular® do not have to sign term service commitment contract unless they: 1) wish to receive a handset purchase subsidy, or 2) if they are subscribing to a Belief Plan (which carries only one initial 2 year commitment and one ETF).
- U.S. Cellular®'s ETF proration policy is set forth in the attached customer service agreement.
- U.S. Cellular® does not offer any short term promotional pricing plans where pricing increases dramatically following a short promotional period.

If you have questions regarding any of these items, please feel free to contact me.

Sincerely,

/s/

Grant B. Spellmeyer, Esq.

Senior Director – Legislative & Regulatory Affairs